

Message Text

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PAGE 01 STATE 019636

12

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/MCLEVELAND/POM

APPROVED BY EB/OCA/CM/BEBYRON

COM/SAD/JEMURRIN

COM/NETHERLANDS/PFIELD

COM/DM/HHEIKENEN

EUR/NE/KSHIRLEY

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R 270142Z JAN 76

FM SECSTATE WASHDC

TO AMCONSUL AMSTERDAM

AMEMBASSY THE HAGUE

UNCLAS STATE 019636

E.O. 11652: NA

TAGS: BEXP, NL

SUBJECT: IN-STORE PROMOTION: GEBR. BLOKKER B.V.

REF: A-30, DEC. 15, 1975

1. COMMERCE SUPPORTS POST'S JUDGMENT THAT BLOKKER HAS SUBSTANTIALLY FAILED TO FULFILL CONTRACT OBLIGATIONS TO DATE.

POST ADVISED TO INFORM BLOKKER THAT CONTRACT COMMITMENTS INCLUDE SPECIAL PROMOTION OF U.S. GOODS IN BLOKKER STORES IN ADDITION TO SPECIFIED LEVEL OF INCREMENTAL PURCHASES. PAYMENT ON CONTRACT SHOULD NOT BE MADE UNTIL POST SATISFIED THAT SPECIAL PROMOTION REALIZED AND ALL REPORTING REQUIREMENTS OF CONTRACT MET. ONE MONTH POST EVENT REPORT MUST INCLUDE DATA ON TOTAL INCREMENTAL PURCHASES, SOURCES OF SUPPLY, BEST-SELLING PRODUCTS, AND TOTAL AMOUNT SPENT ON PROMOTIONAL EFFORTS.

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2. IN NEGOTIATIONS WITH J. BLOKKER JULY 1975, THE BLOKKER

MANAGEMENT AGREED TO CREATE SPECIAL DISPLAYS IN STORES IDENTIFYING U.S. PRODUCTS IN EACH DEPARTMENT, TO INCLUDE THOSE GOODS ADVERTISED IN CATALOG AND ALSO PRODUCTS NOT INCLUDED IN CATALOG. DETAILS OF AGREEMENT WITH J. BLOKKER

CONTAINED IN MEMORANDUM DATED JULY 24, 1975, SENT TO POST.

3. COMMERCE HAS NEVER RECEIVED COPY OF SIGNED CONTRACT IN RE BLOKKER PROMOTION, AND REQUESTS THAT POST SEND THE DOCUMENT. KISSINGER

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Message Attributes

Automatic Decaptioning: X
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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Drafter: SAD/MCLEVELAND/POM
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Handling Restrictions: n/a
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04 MAY 2006

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